

To: Borsick
Wapton
Kirkwood
Warden
11/28/69

11/26/69

THE CMA CLEVELAND MUSEUM OF ART

PUBLIC RELATIONS OFFICE
CLEVELAND, OHIO 44106
TELEPHONE 421-7346

For release: Immediately

Mr. A. Beverly Barksdale, whose resignation as General Manager of the Cleveland Orchestra was announced in September, will assume the newly-created post of General Manager at the Cleveland Museum of Art. The appointment becomes effective July 1, 1970.

While Mr. Barksdale is best known in Cleveland through his activities at the Orchestra, he comes to the Cleveland Museum of Art with impressive credentials for his new post including a seventeen-year appointment at the Toledo Museum of Art, where he was active in that institution's publishing, musical and exhibition programs.

Mr. Barksdale's duties at the Art Museum will consist of assisting and acting for the Director, Dr. Sherman E. Lee, in a wide range of public affairs and service programs. These will include administration at the upper staff level for the following departments: library, photography, printing, musical arts, sales desk, public relations and membership. Mr. Albert Grossman, Financial Manager, will continue to administer building and grounds as well as financial and related activities. Curatorial and educational matters remain the primary concern of the Director.

All major museum's activities compel increasing attention to liaison with governmental agencies, foundations, and other public and private auxiliary groups. Mr. Barksdale's appointment will relieve the increased pressure on the Director in these regions.

In commenting on the move, Dr. Lee said: "I am extremely pleased to have Mr. Barksdale with the Museum; he has demonstrated his worth to the community of Cleveland and we are delighted that he will have the opportunity to continue to do so.." Dr. Lee added: "This appointment will have two long range benefits for the Cleveland Museum of Art: it will permit us to operate more effectively in the

-more-

areas with which Mr. Barksdale will be concerned and it will permit me to devote more time to the collections and exhibitions at this institution as well as to the scholarship required to interpret them."

Mr. Barksdale, who was born in Greenville, S. C., graduated Magna cum Laude from Furman University in 1935 and earned advanced degrees in 1938 and 1939 at Louisiana State University. He held several university appointments before going to Toledo in 1940. He came to the Cleveland Orchestra directly from Toledo in 1957 where he served as manager and (in 1965) general manager since then. His resignation from the Orchestra was announced in September to be effective June 1.

#####

11/26/69